

United States Mint Shows the Love with New Customer Promotion

February 20, 2014

WASHINGTON — The United States Mint today launched a new promotion to express its appreciation to customers. Starting today, customers will receive a free, reusable shopping bag branded with the United States Mint logo with a purchase of \$75 dollars or more.

“As one of the largest e-retailers in the nation, the United States Mint prides itself on fulfilling thousands of orders every day, on time and to our customers’ satisfaction,” said United States Mint Deputy Director Richard A. Peterson. “This promotion serves as a simple means to thank our customers and remind them how much we value their investment in genuine United States Mint products.”

The “We Love Our Customers” promotion launched today with an email message thanking patrons for their support and offering the gift with purchase. Web elements, including a kingpin on the home page, banners on the United States Mint’s online catalog, and social media content also shared the message of the United States Mint’s appreciation for customers. The reusable bag is available while supplies last through orders placed on the web at www.usmint.gov, at the call center at 1-800-USA-MINT (872-6468), at retail locations, and at the American Numismatic Association’s spring conference taking place later this month in Atlanta.

The United States Mint was recently recognized by the American Customer Satisfaction Index for attaining a ranking similar to or higher than the best private sector companies. The Index, which measures sentiment among federal government services, gave the United States Mint a benchmark ranking of 94 out of 100 for its customer call center service.

“As the marketplace provides more and more choices for customers to spend their dollars, it’s important not only to thank our customers for their support, but also to engage with and seek input from them to help us improve the way we do business,” said Peterson.

About the United States Mint

The United States Mint was created by Congress in 1792 and became part of the Department of the Treasury in 1873. It is the Nation’s sole manufacturer of legal tender coinage and is responsible for producing circulating coinage for the Nation to conduct its trade and commerce. The United States Mint also produces numismatic products, including proof, uncirculated, and commemorative coins; Congressional Gold Medals; and silver, gold, and platinum bullion coins. The United States Mint’s numismatic programs are self-sustaining and operate at no cost to the taxpayer.

ADDITIONAL RESOURCES:

- For information about the United States Mint, please visit [/about/about](#).
- To subscribe to United States Mint electronic product notifications, news releases, and public statements, visit <https://catalog.usmint.gov/email-signup>.
- Sign up for [RSS Feeds](#) from the United States Mint and follow us on [Facebook](#), [Twitter](#), and [Pinterest](#).

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Contact

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Customer Service Information: (800) USA MINT (872-6468)

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